

QUARTERLY REPORT: OCTOBER TO DECEMBER 2009

POVERTY REDUCTION BY INCREASING THE COMPETITIVENESS OF ENTERPRISES (PRICE)



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Executive Summary

The PRICE project began in February 2008 with a goal to reduce poverty by increasing competitiveness in the aquaculture, horticulture and leather products sectors in Bangladesh. PRICE engages economic actors such as groups of farmers and small and medium-sized enterprises as partners in addressing value chain constraints, with a goal to achieve sector development. In doing so, PRICE works to improve skills, expand access to information, link enterprises to markets, and expand access to finance. PRICE activities are market-driven and seek to share the benefits of growth with women, young adults, farmers and SMEs.

During this quarter PRICE assisted 45 SMEs, 20 associations of micro enterprises and 13 contract growing initiatives in the three sectors to improve their competitiveness in both domestic and international markets. Through these efforts, at the end of December 2009, the project helped generate accumulated sales of \$20.25 million, 4,934 new jobs, and \$1.4 million in new investments.

In the same October – December 2009 quarter, 147 persons participated in PRICE-assisted workforce development programs, 574 people received assistance for improved management practices, 4,435 people were assisted for improved productivity, and 864 SMEs received assistance from PRICE-supported sources to obtain loans.

Gender equity is a major cross-cutting objective of the PRICE project, and this quarter 75 females received assistance for improved management practices and 90 participated in workforce development programs. Among the small and medium enterprises (SMEs) receiving assistance from PRICE-supported sources to obtain loans, 95 percent were female-led. Seven hundred sixteen female farmers received improved productivity assistance.

In the case of **horticulture**, PRICE focused its interventions on potato and eggplant. In the potato subsector the project assisted GUKED, a local NGO, to establish a contract farming system for 1500 farmers in Bogra to produce table potatoes. GUKED and its associated farmers also produced seed potato with technical support from PRICE. PRICE assisted 180 potato farmers of Murail Rural Development Multipurpose Co-operative Society Ltd (MRDMCSL) to cultivate high grade table potatoes on 93 acres of land. For better access to quality seeds, MRDMCSL was linked to GUKED. PRICE also supported Konika Seed Co. to establish demonstration plots and inform potato farmers about the benefits of using good quality seeds. Konika supplied 360 MT of potato seeds to farmers during this reporting period.

PRICE helped GUKED train 1,500 eggplant contract farmers on better cultivation and collaborated with Agricultural Advisory Society (AAS) to train 681 farmers in Natore, Rajshahi, and Pabna on use of organic fertilizer and safe pest management. On December 7, a course was organized on pest management in eggplant, bitter melon and jujube crops, with participation of 989 farmers from Natore, Rajshahi, and Pabna.

PRICE also supported the production of high quality vegetable seeds in partnership with Organix (Khulna), AID Agro Mart (Jhenaidah), and Padma Seeds (Chuadanga, Jessore and Kushtia) by collaborating on issues such as contract farming system design and access to

markets. One hundred eighty resource-poor farmers associated with Organix were provided assistance on eco-friendly vegetable cultivation. This newly formed enterprise was linked to markets for selling its product. In turn, AID Agro Mart brought 200 farmers under the contract farming system, and 100 farmers from Padma Seeds received training on improved seed production under contract farming.

In the **aquaculture** sector PRICE works with both fish and shrimp. In the **fish** subsector, PRICE assisted 11 fish farmers' associations, one fish seed traders' association, one feed mill, and one fish processing firm. PRICE facilitated training for 1,710 farmers on improved production technology and for 120 farmers on improved farm management practices. The project also disseminated information to farmers on the benefits of using good quality inputs in fish production, and assisted two community-based fishermen groups on beel management, nursing, and post harvest handling.

PRICE worked with feed mills to improve feed formulation, trained input sellers for improved information services to farmers, and linked Golden Harvest Seafood and Fish Processing Ltd. to a fish producers association in Mymensingh.

In the **shrimp** subsector, through its GHERS (Greater Harvest and Economic Return from Shrimp) program to increase the productivity of shrimp farms (operated by World Fish Center), 321 group sessions were conducted, 666 farmers were given on-farm advice, and three lessons learned workshops were conducted. Simultaneously, PRICE assisted seven depot owners in the Bagerhat and Khulna areas to organize farmers under the contract farming system to ensure a consistent supply of good quality shrimp. Depot owners, depot staff, and farmers were trained in contract farming systems, improved farm management and production techniques. Six hundred forty nine farmers were trained on improved farming technology of shrimp. PRICE assisted Satkhira Feed Industry to train 86 dealers on improved farming technology. The objective was to equip feed sellers with farming knowledge so they can convey the same to the buyer farmers. To promote good aquaculture practices (GAP) in Bangladesh, PRICE and Katalyst jointly facilitated a ToT supported by USFDA and JIFSAN. Forty-five trainees, including participants from the Department of Fisheries, Bangladesh Shrimp and Fish Foundation (BSFF), and Bangladesh Frozen Food Exporter Association (BFFEA) attended the week long event.

To promote the use of screened post-larvae (PL), PRICE convinced Gazi Fish in Khulna to ensure a steady supply to local farmers. For integrated farming, PRICE is collaborating with Society for Social Services (SSS) on a test basis for polyculture of prawn with fish in Rajshahi.

To promote labor compliance in processing firms, PRICE partnered with BSFF to train ten processing firms in Khulna, Chittagong, and Cox's Bazar. During this quarter, BSFF provided training on good labor practices to 339 staff of ten processing plants. As a part of promoting traceability of exportable shrimp, PRICE has been working with Bangladesh Fisheries Research Institute (BFRI) to conduct an experiment to identify sources of Nitrofurantol metabolites in farmed golda. Primary findings of the experiment points the finger to 'supplemental feeds.'

In the **leather** sector, PRICE facilitated an awareness campaign on proper flaying techniques and its contribution to economy in November 2009 before Eid ul Azha, when the majority of raw

hides are produced. Leaflets were distributed in five main cattle haats and mosques in 60 municipal wards of Dhaka. Fifty Imams were trained on good flaying and preservation techniques to disseminate this knowledge during Friday prayer and Eid sermons.

PRICE partners trained 147 people in skilled workforce development and 44 people on improved management practices during this quarter. Jennys Footwear, a member of Leather Goods and Footwear Manufacturers and Exporters Association (LFMEAB) trained 61 workers, Apex Adelchi Footwear, in collaboration with Technical Training Center (TTC) trained 56 people and Bangladesh Association of Social Advancement (BASA), an NGO, trained 30 members on leather footwear technology. Bangladesh Leather Service Center (BLSC) trained 17 members on improved management practices, Leather Technologist SME Entrepreneurs (LTSE) trained 13 members and Jennys Footwear trained 14 workers on the same.

PRICE, in collaboration with International Trade Center (ITC) Geneva, BLSC, and the Market Development Forum prepared an analysis of the leather sector and organized a large public event where key players from the private and public sectors discussed the major issues affecting the industry and proposed actions to facilitate its development. At this event, a buyer-seller meeting was also facilitated. PRICE has focused on establishing linkages between lead firms and supplier SMEs, resulting in PRICE partner SMEs starting to get work orders from leading firms.

Apart from sector-specific activities, PRICE participated in two special events this quarter: the SME Financing Fair 2009, organized by the government of Bangladesh, and America Week 2009, organized by the U.S. Embassy and USAID. Through these events PRICE was able to promote its activities and accomplishments as well as link with stakeholders in our three target sectors.

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ACRONYMS AND ABBREVIATIONS

AAS	Agriculture Advisory Service
ASI	Aquaculture Support Institutes
BASA	Bangladesh Association of Social Advancement
BADC	Bangladesh Agriculture Development Corporation
BCLET	Bangladesh College of Leather and Engineering Technology
BFFEA	Bangladesh Frozen Food Exporter Association
BFRI	Bangladesh Fisheries Research Institute
BLSC	Bangladesh Leather Service Center
BSFF	Bangladesh Shrimp and Fish Foundation
DAE	Department of Agricultural Extension
DCCI	Dhaka Chamber of Commerce and Industry
DOF	Department of Fisheries
FIQC	Fish Inspection and Quality Control Lab (DOF)
GAP	Good Aquaculture Practices
GHERS	Greater Harvest and Economic Return from Shrimp project
HACCP	Hazard Analysis and Critical Control Panel
ITC	International Trade Center
LGFMEA	Leather Goods & Footwear Manufacturers & Exporters Association
LSBPC	Leather Sector Business Promotion Council
LTSE	Leather Technologist SME Entrepreneurs
MDF	Management Development Forum
MOC	Ministry of Commerce
MOE	Ministry of Education
MOU	Memorandum of Understanding
MRDMCSL	Murail Rural Development Multi-purpose Cooperative Society Ltd.
NGO	Non-government organization
PL	Post-larvae
RDF	Rakhaing Development Foundation
SME	Small and medium enterprise
SSS	Society for Social Services
TOT	Training of trainers
TTC	Technical Training Center
USTR	United States Trade Representative
WFC	WorldFish Center

PRICE Quarterly Report: Oct-Dec 2009

1. Horticulture Sector

This reporting period (October-December) covers the main season for winter crops. In this period, the PRICE horticulture team focused its activities on potato and eggplant in Bogra, Natore, Rajshahi and Pabna, in the north region, and Chuadanga, Khulna and Jhenaidaha, in the southwest region. Attention was given to safe vegetable production, use of organic fertilizer, and promotion of contract farming. During this period PRICE horticulture partners increased from five to 12.

1.1 Promoting Potato Contract Farming

PRICE is assisting GUKED, a newly formed enterprise wing of local NGO GUK in Bogra, to design their contract farming system. As part of this effort, PRICE continued to support GUKED in training 1,500 contract farmers from September 7 to November 13. Training was



provided on improved farming practices and basics of the contract farming system. Additionally, quality potato seeds were supplied to them, linkages were developed between the farmers and input supplying companies, finances for necessary purchases were arranged, and technical assistance was provided for growing the crops. By organizing the contract farming system, the outgrowing enterprise could also dispose of their good quality seed to the farmers with a good profit margin. Due to high market price in the previous year, many farmers tried potato farming this year, making good

quality seeds difficult to obtain. Technical assistance regarding regular supervision, crop sowing, management, and pest control was provided to the individual farmers during the growing period. To date, the conditions of the crops are good.

GUKED worked with PRICE, who provided technical supervision and field advice, to promote two varieties of potato seeds for production, cardinal and diamond, on 70 acres of land in Kahalu Upazila of Bogra. With facilitation from PRICE on technical supervision and field advice during crop growing period, GUKED was also engaged in two varieties of potato seed production- cardinal and diamond, in 70 acres of land in Kahalu Upazila of Bogra.



A field training, organized by MRDMCSL and supported by PRICE on December 10 in Murail, Bogra for 180 potato farmers to promote better farming and productivity. This training was the result of an MoU to utilize contract farming to produce high grade table potato. PRICE also linked the group to a source of good quality potato

seed from GUKED and SQUARE groups. Ninety-three acres of land was brought under high grade potato farming and two demonstration plots were established in early December immediately after the late aman crop harvest. Field based supervisory technical support was provided to the farmers increase their yields. Last year, their potato production failed to achieve targets due to late blight.

Konika Seed Company of Jhenaidaha has established three demonstration plots with two varieties (Cardinal and Granola) of potato seed to showcase the latest seed production techniques to the contract growers in the area. For the Cardinal variety, the demonstration plots were established on November 11 and for the Granola variety the plots were established on November 25. The company printed 5,000 posters for promoting their brand of potato seeds. PRICE provided supervisory services to the company to help them produce good quality potato seed. The company was able to supply 360 MT of potato seed and 344.5 Kg of other vegetable seeds to the farmers of the area.

1.2 Increasing Productivity of Eggplant and Other Crops

In Bogra, 1500 farmers from GUKED were trained on cultivation of eggplant, bitter gourd, pointed gourd, chilies, tomatoes, and coriander on the cropping pattern during and after harvesting potatoes. The training was organized from September 5 to October 13. The farmers will cultivate their crops in early summer under contract farming.

PRICE facilitated the formation of a farmers' federation of several farmers groups in the northeastern region (Natore) in collaboration with Agriculture Advisory Service (AAS) in November 2009. During November, PRICE supported the organization of 18 group meetings and trainings. AAS organized a field based informal training, facilitated by PRICE, for 681 farmers in Lalpur, Bonogram and Giridaspur of Natore, Puthia of Rajshahi and Pabna on the usage of organic fertilizer and safe pest management. On December 7, a field based informal training was organized on pest management in eggplant, bitter gourd, and jujube crops with participation of 989 farmers in Natore, Rajshahi and Pabna. PRICE supported five vermi- compost demonstrations in November in Khamar Pathuria. AAS established demonstrations in two clusters, one on 8.5 acres and the other on one acre of eggplant. In these demonstrations they released biological agents and pheromone traps at regular intervals. Farmers were given hands-on training on the use and application methods of these bio-agents. Linkages were established between the biological agents suppliers and local dealers to ensure regular supply. Farmers have already started harvesting eggplant and have been receiving premium price for their products.



Plant Clinics:

Two plant clinics were established at Khamar Pathuria during the first weeks of November and December in Manikpur project villages in Natore district. These clinics provided solutions to problems with eggplant and other vegetables for trained and motivated commercial farmers.

1.3 Promoting the Use of Organic Fertilizer

PRICE facilitated training for 400 farmers of GKSSE, a local organic fertilizer company on the application methods of vermi and tricho compost in potato, eggplant, and other vegetables. The training took place on November 16. As a part of market promotion, 25 retailers for sales (organic fertilizer) from Mahasthan, Shibganj, Bogra were trained and a supply channel was established between the retailers and farmers. Simultaneously, PRICE supported the design, organization and follow-up of nine demonstrations on eggplant and potato in November and 11 demonstrations on eggplant, green chili, potato and tomato in December.



GKSSE led a technical orientation course on organic fertilizer to 25 Sub Assistant Agricultural Officers of the Department of Agricultural Extension (DAE) in Bogra in December to increase local usage of technology and organic fertilizer. |

1.4 Contract Farming for Increasing Productivity

Safe Vegetable Production by Organix:

PRICE brought 180 resource poor vegetable farmers of Khulna into a contract farming scheme by Organix, a newly formed enterprise. The initiative ran from November 7-25. Among the farmers, 112 were male and 68 were female. A three day training was given to the farmers and three demonstration plots were established on eco-friendly vegetable cultivation practices.

As part of contract farming initiative for



producing safe, pesticide free vegetables, Organix procured vegetables from the farmers and sold them through a wholesale agent and a local super shop. PRICE was instrumental in establishing and overseeing the linkage. An efficient supply chain was established and to date, 1.8 MT of tomato, 2.7 MT of turnip, 360 KG of country bean, and 3600 bottle gourds were sold through this marketing channel.

As a part of creating a niche market for eco-friendly vegetables, Organix participated in a local youth fare held in December by displaying the farmers' products. This effort generated strong interest among the vegetable consumers.

AID Agro Mart in the Southwest Region:

AID Agro Mart organized 200 farmers under contract farming initiatives for high value vegetables following good production practices in the southern region of Bangladesh. PRICE supported them to develop a training module on improved farming practices for selected high value vegetables and the elements of contract farming systems. The training started in December with participation of 25 farmers of Berashula village of Sadar Upazila of Jhenaidaha. Based on this training, the farmers will plant of summer eggplant and different types of gourds next summer. Soil and agro ecological suitability, existing knowledge base of farmers and their practices, and cropping patterns were assessed by the PRICE consultants before finalizing the crop menu and production plan.

Padma Seeds for Quality Vegetable Seed Production and Processing:

Padma Seeds, a local seed producing and marketing company and new PRICE partner, brought 150 farmers under a contract farming scheme with support from PRICE. This took place on December 11 in Chuadanga. Farmers were exposed to seed production technology from Red Amaranthus, bitter gourd, cucumber, okra, and sweet gourd. Under the program the farmers received training on seed production technology, inputs support, and supply of certified seeds from Bangladesh Agriculture Development Corporation (BADC).

1.5 Accomplishments this Quarter (Oct – Dec 09)

During this period the total new sales were \$618,450, and 123 fulltime equivalent jobs were created. GUKED, a partner of PRICE, has helped create most of these jobs. The total investment increased by the partners in this quarter was estimated at USD \$105,000 of which GUKED contributed the most by producing potato seeds of high standard and marketing its product through affiliated dealers.

The following table provides more details about the training this quarter:

Table 1: Training in Horticulture sector

SL	Partners	Workforce				Productivity/ Improved technology				Management			
		Training	M	F	T	Training	M	F	T	Training	M	F	T
01.	GUKED					73	1500	0	1500				
02.	GKSS					10	400	0	400	02	50	0	50
03.	Organix									06	112	68	180
04.	M/S Padma Seeds					04	100	0	100				
05.	AID Agro Mart					01	25	0	25				
06.	Murail Rural Society									06	180	0	180
Total (Horticulture)						88	2025	0	2025	14	342	68	410

The following table shows some of the quantitative results of the sector in the quarter:

Table 2: Summary of Achievements in Horticulture

Partners	Sales, US\$						Jobs			Investment
	Export	Export	Domestic	Domestic	Total	Total	M	F	Total	Fixed, US\$
	BDT	USD	BDT	USD	BDT	USD				
Konika Seed	0		11,209,610	162,458	11,209,610	162,458	7	3	10	-
Lal Teer Seed	0		12,000,000	173,913	12,000,000	173,913	0	1	1	-
Syngenta Seed	0		13,954,780	202,243	13,954,780	202,243	0	10	10	5,217
GUKED	0		4,626,000	67,043	4,626,000	67,043	53	27	80	92,174
GKSSE	0		882,650	12,792	882,650	12,792	16	6	22	7,957
Total	0	0	42,673,040	618,450	42,673,040	618,450	76	47	123	105,348

2. The Fish Subsector

Training for Improved Farming:

During this quarter seven PRICE partner associations trained 2,610 farmers on improved farming of which fifty-nine percent were women. . In total, 48 trainings were given on improved technology such as improved methods of fish culture and management, PL preservation, harvest and pond management and close-water Jalmohal management.

From these associations and partner organizations, 120 farmers were trained on improved farm management. Three of the trainings were on nursery management. PRICE supports these efforts.



USAID team visit to GKSSE



Demonstration Pond in Kahaloo Fish Farmers' Association

Demonstration
Fish Farmers

Demonstration of Improved Farming and Harvest:

Building on PRICE's previous collaboration with Phulpur Fish and Prawn Farmers Association on the implementation of demonstration ponds, five result demonstrations at five different locations in Phulpur were arranged and attended by PRICE representatives. The event was moderated by the Senior Upazilla Fishery officer and was attended by more than 500 new farmers. During the same period, Rakhaing Development Foundation (RDF) also organized two result demonstrations at Taltoli, Barguna. More than two hundred farmers participated in the events. One of these demonstration events was conducted by a women farmer who was recently new to aquaculture. At the same



time TMUS also arranged three result demonstrations at Kashinathpur areas in Pabna which were attended by more than 300 new farmers.

2.1 Production and Use of Inbreed-free Seeds

The PRICE team visited 10 hatcheries in the Bogra region to explore the assistance possibilities. PRICE discussed production of quality seeds and outgrowing with linkages to organized buyers. Five hatcheries have shown interest in working with PRICE and have signed MoUs.

2.2 Embedded Information Service through Input Sellers

Fish Tech Ltd. is an input seller company that specializes in procurement, imports, manufacturing and marketing of inputs like vitamins, minerals, medicines, growth promoters, water purifiers and legal antibiotics in fish, prawn and shrimp farming. Fish Tech is provided technical assistance through trainings facilitated by PRICE to dealers/ agents and lead farmers in seven districts, reaching 280 participants. The trainings were designed to improved farming of fish and prawn initially, as the company targeted fish and golda, which are species are farmed in Bangladesh with supplemental feeds. The sales agents will provide embedded information services to farmers on improved methods of farming, while selling their company products.

2.3 Post Harvest Handling: Safe Storage and Transportation

During December 20-24, the PRICE team visited 13 ice factories; five in Khulna, five in Cox's Bazar, and three in the Bogra region to identify suitable partners to promote the use of hygienically produced ices in the sector, especially by the fish depots. Hygienically produced ice cubes use pathogen-free water and follow good practices in producing, storing, transporting, and handling.

2.4 Improved Community-based Farming

PRICE provided technical assistance to two community-based farming initiatives through trainings on beel management and pre-nursed fingerling release. These fingerlings were released to community fishermen in two groups who are trying to build alternative livelihood options through raising fish in semi-open water bodies. In time, these fingerlings will increase productivity. PRICE partner Bamonji Beel Motshajibi Somoby Somity trained 120 farmers on beel management, nursing, and post-harvest handling. Nokla Motsyajibi Somity trained 150 farmers on judicious harvesting, post-harvest handling, and cool chain management. The two community-based groups will soon harvest their fish. PRICE has already initiated dialogue with some processors to establish linkages for these groups.

2.5 Link Processors to Farmers

During this period, PRICE signed an MoU with Golden Harvest Seafood and Fish processing Ltd. The processing plant is located at Gazipur near the PRICE work area –Mymensingh, an area known as being exclusive for fish export. Some partner entrepreneurs of PRICE in greater Mymensingh produce export quality fish and it is anticipated that they will be linked with

Golden Harvest Processing Ltd. Additionally, the PRICE team visited six processing plants in Khulna and two in Cox's Bazar to explore the possibility of exporting fish from those processing plants. Some of those plants visited export fish in addition to shrimp, however, since they are located far from the processing sites, linkages were not formed.

2.6 Production and Marketing of Hygienic Dry Fish

The PRICE team visited five dry fish manufacturing associations in Cox's Bazar area. During the visit the team learned that some associations manufacture dry fish only for local consumption, whereas others produce for both export and domestic markets. Two groups were found to manufacture both traditional dry fish as well as non-traditional fisheries items for export purposes. PRICE has identified one dry fishers' association and another dry fisher and non-traditional stuff manufacturing association to partner with.

3. The Shrimp Subsector

3.1 Training for Improved Farming

During the last quarter of 2009, 35 trainings have been provided on improved technology such as contract farming and improved shrimp culture techniques. Under this category, PRICE trained 1,461 farmers from their partners, including 103 women. Participants learnt how to increase productivity in their respective fields by using the improved farming techniques.

3.2 Demonstrations on Improved Farming and Management

During December 20-24, PRICE facilitated the establishment of five result demonstrations (two for bagda and three for golda) with two outgrowers, in Khulna (DB Enterprise) and Narail (Modina Fish) areas. More than 500 people participated in the demonstrations, including a significant number of women in those involving golda. During December 27 to 31, PRICE facilitated two result demonstrations (one for bagda and one for golda) conducted by Din Bijay Enterprise, reaching more than 250 participants.

3.3 Good Aquaculture Practices



PRICE (jointly with KATALYST) facilitated a training of trainer (ToT) program on GAP at Khulna from November 1-5, conducted by the Department of Fisheries (DoF), BSFF, and BFFEA. The goal of the training was to develop a team of core trainers who will be able to train other related stakeholders on GAP in the future. A team of professionals from the USA (the Food and Drug Administration and JIFSAN) trained 45 trainees from different organizations (universities, DoF and other value chain actors) of Bangladesh. One staff member from PRICE (the Aquaculture Specialist) also took

the training.

A meeting was held between PRICE and DoF where needs for the development of the aquaculture sector were discussed. Highlights include: GAP training at the farmers Level; and, accreditation of labs.

DoF asked for close cooperation between PRICE and USAID to accomplish these objectives. PRICE and DoF decided to begin GAP training in one area, Khulna, and then replicate the events in other areas. Through this meeting PRICE and DoF agreed to meet the Secretary of Fishery and Livestock to further discuss the issues and explore ways to move faster if both the parties agreed.

3.4 Promoting Screened PL

Currently, all screened post-larvae (PL) comes from a single company in Cox's Bazar, which creates transportation hazards as well as increases the costs of transportation. PRICE is encouraging its partner, Gazi Fish Culture Ltd. Which is located in Khulna, to produce and market screened PL in the region where most Bagda farming is located. Gazi Fish agreed to future cooperation on the production and screening of Bagda PL in Khulna.

3.5 Integrated Golda/ Bagda Farming with Fish and Vegetables

PRICE is helping the Society for Social Services (SSS) explore the possibility of introducing prawn in polyculture with plankton feeding fish as a winter crop. Recently, a beneficiary of SSS in Putia stocked 2000 juvenile prawn in their fish culture pond. USAID and PRICE representatives were present during the release of these juvenile prawns, which coincided with the Rajshahi America week.

3.6 Labor Law Compliance in Processing Plants



Michael Delaney, a United States Trade Representative (USTR), accompanied by USAID and PRICE personnel on their visit to Ark Seafood, Chittagong on Oct 21. During the visit a training on compliance to the Bangladesh labor law 2006 was in progress at the processing plant. The USTR briefly observed the training event, talked with the training participants, and held a meeting with the Managing Director and other top officials of the plant. In his discussion with the Managing Director, the USTR expressed his satisfaction about the status of the labor law

compliance as well as standards and the safety practices of the plant. After the meeting, the visiting team was accompanied by plant officials to observe Ark Seafood's processing procedures, from collection of raw material to producing the end products. The USTR expressed satisfaction on the professional and technical procedures maintained in the processing plant.

Trainings on Labor Compliance:



Under the improved management category of training, PRICE subcontractor BSFF conducted 11 training programs at 10 processing plants throughout the country: three in Chittagong, two in Cox's Bazar and six in Khulna. Altogether, 339 people (both managers and workers) were trained on Bangladesh labor law 2006, on both obligation and rights of the management staff and workers. Approximately 33 percent of the participants were women.

3.7 Building the Department of Fisheries' Testing Facilities' Capacity

The PRICE COP and Aquaculture team visited Chittagong Fish Inspection and Quality Control Lab (FIQC) and had a discussion with the FIQC team. CTG FIQC team requested more technical assistance such as detailed training on polymerase chain reaction (PCR) operation, antibiotics testing and other specific testing procedures.

3.8 Promoting Biosecurity and HACCP in Processing Plants



The PRICE team visited six processing plants in Khulna and two in Cox's Bazar to explore the possibility of working as partners on the following issues:

- improving the bio-security
- operating an in-house laboratory
- hazard analysis and critical control panel (HACCP) and SSOP trainings (leading certification of the processing plants)
- Improved labor practices

The plants showed strong interest to work with PRICE and after several rounds of discussions and negotiations, PRICE selected three of them to work as partners during 2010 and is preparing necessary MoUs.

3.9 Experiment to Identify Source of Nitrofurant Contamination

In a joint initiative with DoF and BFRI, PRICE has been conducting an experiment since July on identifying the probable sources of nitrofurant metabolites in farmed prawn from Cox's Bazar. The experiment was initially designed for a six-month period and the first samples were collected and analyzed at FIQC laboratory in Dhaka.

Preliminary findings obtained at the beginning of December point to 'supplemental feeds' as the source of the antibiotic, particularly nitrofurant metabolites, in farmed prawn. The summary of the findings is furnished in the table below:

Findings of Experiment

Type of Product: Farmed and Natural Golda

Sample code	PRICE Code	Source /treatment	Nitrofurant metabolites. ppb (Parts per billion)			
			AMTZ	AOZ	AHD	SEM
1	N-1	Natural -1	ND*	ND	ND	ND
2	N-2	Natural-2	ND	ND	ND	ND
3	SM	Snail Meat	ND	ND	ND	ND
4	SF	Shrimp Feed	ND	0.28	3.40	7.83
5	FF	Fish Feed	ND	ND	ND	3.57
6	PF	Poultry Feed	ND	0.2	8.62	ND
7	PD	Poultry dropping	ND	ND	ND	ND
8	CD	Cow Dung	ND	ND	ND	ND
9	NPK	Urea, TSP, Potash	ND	ND	ND	ND
10	NS	No supplement	ND	ND	ND	ND
11	FS	Feed with Prawn Shell-1	0.32	0.25	2.08	5.01
12	FS	Feed with Prawn Shell-2	ND	0.33	2.37	4.79

*ND: Not detected

3.10 Activities and Results for both the Fish and Shrimp Subsectors

Study Tour to Thailand to Observe Improved Farming

Thailand is a leading exporter of aquaculture products. The Thai freshwater fish/prawn/shrimp industry is more efficient in seed, nursing, grow-out productions, and post-harvest techniques compared to those in Bangladesh. The industry offers many opportunities for the Bangladesh freshwater fish and prawn industry and brackish water shrimp industry, especially in cost-effective seed and table fish, prawn and shrimp production, and in simplification of aquaculture infrastructure development. For 10 days in December, 14 representatives from PRICE's aquaculture partners, seven each from the fish and shrimp sub-sectors and comprising diverse actors in the value chains, accompanied by one PRICE representative, visited Thailand. During their trip, they were exposed to improved aquaculture practices throughout the value chain.

The objective of the visit was:

- i. To strengthen the capacity of local farms and hatcheries to effectively produce table fish/prawn/shrimp and aquaculture seeds cost-effectively while also transmitting those to farmers, nurseries, and seed traders to maximize production and work force development.
- ii. To acquire knowledge on upgraded techniques for farm and hatchery operations; understand adherence to all codes of conduct; and to learn about bio-security measures in Thai fish/shrimp farms and hatcheries
- iii. To compare farm and hatchery production in Thailand and establish those techniques in Bangladesh

The study visit was comprised of formal lectures, discussions, on-the-spot observations, hands-



on trainings on improved fish and shrimp culture, hatchery and nursery management, feed mill and feed manufacturing, fish and shrimp transportation, storage, fish processing, and visits to farms. The visiting team of fish and shrimp value chain actors returned home with stronger understanding of more diverse markets, varied value added product development, efficient hatchery, nursery and processing operations, and competitive value chains. The visit gave them the opportunity to gather some first-hand experience of the elements and dynamics of an advanced

aquaculture system that has flourished domestically and in an export market with few rejections.

It was useful for leading farmers and hatchery operators to observe the activities of Thai hatcheries, farms and other value chain steps. Once they witnessed the methodology of effective hatchery and farm operations through hands-on training and observation, they used the experience to better operate their hatcheries/farms and created opportunities to share this knowledge with their fellow members upon their return.

Database for ASI Members:

The size of organized farming groups both in the fish and shrimp sub-sector is increasing with the expansion of PRICE activities. PRICE is building the capacity of these groups to strengthen the institution. Attempts have been taken to create a database and utilize very simple ICT (use of cell phone) to communicate with these groups for various purposes during PRICE tenure and into the future. All aquaculture support institutes (ASI) were requested to provide names, addresses, and cell phone numbers of each group leader so that the information on the groups and their members could be stored electronically. Once the database is complete, organizational strengthening activities will begin.

3.11 Accomplishments this Quarter (Oct-Dec '09)

During this quarter, total sales increased by aquaculture partners was USD \$4.7 million. Digheerkanda Matsopona Beboshahi-Kallan Bohumoki Somabaya Somity, Phulpur Fish and Prawn Farmers' Association, Trisal Fish Farmers Business Somity, Satkhira Feed Industries, and the GHERS project played a considerable role in increasing these sales. It is important to note that the performance of GHERS project through the life of the entire project has been added to this quarter's performance as data was not previously available for them.

The total jobs created by PRICE partners in aquaculture were 3,051, including 125 women. This increase is due to the partners' increased employment as a result of increased productivity. In the aquaculture sector, the total investment increased by USD \$811,111 during this period. Phulpur Fish and Prawn Farmers' Association, Trinomul Manobik Unnayan Shangstha, Gazi Fish

Culture Ltd, and GHERS by World Fish Center (WFC) played a major role in this increased investment.

The following is the training summary for fish sector during this quarter:

Table 1: Training Summary of Fish Sector

SL	Partners	Workforce				Productivity/ Improved technology				Management			
		Training	M	F	T	Training	M	F	T	Training	M	F	T
Fish													
01.	Society for Social Service (SSS)					21	0	1260	1260				
02.	Nakla Motsyaji bi Somity (NMS)					03	140	10	150				
03.	Jano Seba Kendra					06	171	189	360				
04.	Bamonji Beel Motshoj ebi Somity									03	120	0	120
05.	Mourail Motsha Chasi Somoby Samitee Ltd.					03	120	0	120				
06.	Pachpir Matsya Chashi Samoby Samity					03	120	0	120				
07.	Kahaloo Matsya Chashi Samoby Samity					05	200	0	200				
08.	Fishteach (BD) Limited					07	280	0	280				
Total =						48	1031	1459	2490	03	120	0	120

The following table shows some of the quantitative results of the fish sector in the quarter

Table 2: Summary Achievement of Fish Sector

Partners	Sales, US\$					Jobs			Investment	
	Export	Domestic	Domestic	Total	Total	M	F	Total	Fixed, BDT	Fixed, US\$
	USD	BDT	USD	BDT	USD					
DMBBS		13,434,629	194,705	13,434,629	194,705	7	-	7	4,420	64
PFPFA		2,187,342	31,701	2,187,342	31,701	14	3	17	722,315	10,468
TFFS		148,712,640	2,155,256	148,712,640	2,155,256	216	-	216	1,119,000	16,217
TMUS		2,881,849	41,766	2,881,849	41,766	39	-	39	783,606	11,357
RDF		2,815,035	40,798	2,815,035	40,798	33	-	33	87,318	1,265
SSS		11,962,320	173,367	11,962,320	173,367	36	-	36	-	-
Total	0	181,993,815	2,637,592	181,993,815	2,637,592	346	3	348	2,716,658	39,372

The following is the training summary for shrimp sector during this quarter:

SL	Partners	Workforce				Productivity/ Improved technology				Labor compliance			
		Training	M	F	T	Training	M	F	T	Training	M	F	T
Shrimp													
09.	Variab Fish Agency (VFA)					06	180	0	180				
10.	Din Bijoy Enterprise (DB)					20	911	89	1000				
11.	Satata Fish					03	65	10	75				
12.	Mondal Fish					02	56	04	60				
13.	Modina Mastshya (MMP)					02	60	0	60				
14.	Satkhira Feed Industries LTD.					02	86	0	86				
15.	BSFF									11	227	112	339
Total=						35	1358	103	1461	11	227	112	339

The following table shows some of the quantitative results of the shrimp sector in the quarter

Table 3: Summary of Achievements in Shrimp Sector

Partners	Sales, US\$						Jobs			Investment
	Export	Export	Domestic	Domestic	Total	Total	M	F	Total	Fixed, US\$
	BDT	USD	BDT	USD	BDT	USD				
Gazi Fish Culture Ltd.	(8,444,550)	(122,385)	(444,450)	(6,441)	(8,889,000)	128,826	0.47	0.00	0	1,739
Din Bijoy Enterprise	1,840,644	26,676	96,876	1,404	1,937,520	28,080	0.64	-	1	-
North Khulna Poultry and Fish Feed	(641,250)	(9,293)	(33,750)	(489)	(675,000)	(9,783)	6	-	6	-
Aqua Star Hatchery & Agro-Complex	0	-	-	-	-	-	-	-	-	-
Vairob Fish Agency	1,281,873	18,578	67,467	978	1,349,340	19,556	-	-	-	-
Razu Enterprise	221,386	3,208	11,652	169	233,038	3,377	-	-	-	-
Mofa Fish Processing Private Limited	215,460	3,123	11,340	164	226,800	3,287	-	-	-	-
Modina Fish	831,250	12,047	43,750	634	875,000	12,681	2	-	2	-
Mondal Fish	246,801	3,577	12,990	188	259,790	3,765	0	-	0	-
Satata Fish	482,095	6,987	25,373	368	507,469	7,355	-	0	0	-
Satkhira Feed (SFIL)	6,781,772	98,287	356,935	5,173	7,138,708	103,460	30	-	30	-
GHERS WFC	137,655,000	1,995,000	7,245,000	105,000	144,900,000	2,100,000	2,542	122	2,664	770,000
Total	140,470,481	2,035,804	7,393,183	107,148	147,863,664	2,142,952	2,581	122	2,703	771,739

4. Leather Products Sector

4.1 Flaying Campaign for Quality Assurance of Hides/Skins

From November 24 to 27 PRICE conducted its second flaying campaign in Dhaka, building on the lessons learned from the November 2008 campaign. The campaign was targeted primarily for Flaying Service Seekers (Cattle Purchasers) and Flaying Service Providers (Cattle Flayers). The campaign's secondary targets include religious leaders, community leaders, local elites, etc. Based on the findings from a focus group discussion that assessed the 2008 campaign, PRICE targeted the people who sacrifice cattle during Eid, as they play a vital role in selecting professional butchers, instructing the seasonal flayers, and taking care of basic preservations of hides/skins. The main campaign activities were:

Haats Activities: Under this activity the campaign focused on five big cattle Haat areas – Gabtoli, Aftabnagar, Uttara, Kamalapur, and Agargaon. About 30,000 leaflets on the Do's and Don'ts of flaying were distributed through the brand awareness spot to actual and would be cattle purchasers in these Haats.

Mosques and Imam Briefing Activities: A one day briefing session/workshop was organized. Out of the 90 different mosques in the 90 wards of the Dhaka city corporation area that were invited, 50 Imams joined the workshop to take part on the discussion/training. The purpose was to make increase awareness about their roles and encourage them to disseminate flaying information during the last *Jumma* prayer before Eid. As a result, leaflets were distributed after the *Jumma* prayer among the believers coming out of the mosque on Friday.

Touch Point and Media Activities: PRICE used touch point activities around the *haat* and nearby areas. This also included a road show feature where vehicles were decorated with posters and CDs of awareness messages were placed in between popular folk and cinema songs to attract the buyers and would be buyers to the *haat*. This activity occurred during the four days before Eid. Three groups were engaged in this activity. Team A covered Gabtoli, Mirpur, Agargaon, Mohammadpur and Dhanmondi; Team B covered Uttara, Kamalapur, Khilgaon, Rampura, Badda, Aftab Nagar, Gulshan, Banani, Tejgaon, Jatrabari, Sayedabad and Sutrapur; and, Team C covered Lalbagh and Azimpur area. Around 30,000 leaflets were distributed in these areas.



Eid Day Activities: Ten big *Eidgah Moidan/Eid Jamaat* entrances were branded with communication and POS materials. These *eidgahs* were Jatiya Eidgah, Segunbagicha, Baitul Mokarram, Paltan, Shahid Buddhi Jibi Eidgah, Mirpur-1, Azad Mosque, Gulshan-2, Banani Bazar Mosque, Banani Bazar, 7 no. Sector Mosque Uttara, Gausul Azam Mosque, TB Gate, Mohakhali, Kaderia Madrasa, Mohammadpur, Sobhanbagh Mosque, Shukrabad, and Sayedabad Darbar Sharif Jame Mosque, Sayedabad. The

brand promoters distributed 40,000 leaflets among the faithful who were going to slaughter the animals after eid prayers.

Additionally, ABC Radio broadcast playing awareness messages through 10 spots a day for four days in the period preceding Eid. One hundred road banners were placed around Dhaka city in 32 places to increase awareness of the economic value of hides/skins in Bangladesh's economy. The output of these activities will be evaluated through a small survey on the tanneries that collect the raw hides from different parts of Bangladesh for processing.

4.2 Training Workshop for SMEs for Development of Skilled Workforce

PRICE partner BLSC organized a two-week training workshop held at BLSC/ Bangladesh College of Leather Technology (BCLT). BLSC is an International Trade Center (ITC) -Geneva project, funded by Italian Government and jointly implemented by Leather Sector Business Promotion Council (LSBPC), Ministry of Commerce (MOC), BCLT, and Ministry of Education (MOE). The MoU was signed between PRICE, LSBPC, and MOC on October 4 with the purpose of assisting SMEs to develop their management skills, focusing on cutting, prefabrication, and sewing operations.



Seventeen people from 10 SMEs participated in this workshop. The participants from the SMEs were selected based on their educational qualifications and being new entrepreneurs/mid level managers. After this training, the participants shared the skills they gained with other workers and supervisors at their factories.

Thirteen entrepreneurs from LTSE were trained on improved management practices, particularly in financial matters and how to apply for bank loans. The training was organized on December 17 in collaboration with ITC. This training was conducted based upon the MoU signed between PRICE and LTSE on November 5. The aim of the MoU was to assist them in developing the skills of their workers, supervisors, and managers, increasing market linkages, and increasing access to finance. Members of LTSE, all graduates of Bangladesh College of Leather and Engineering Technology (BCLET), are producing leather goods and footwear and working together.

4.3 Skills Development Program with Jennys Shoes Limited

PRICE and Jennys Shoes jointly organized a skill development program 61 new and unskilled workers and 14 supervisors. Jennys Shoes is a member of the Leather Goods and Footwear Manufacturers and Exporters Association (LGFMEA). This program started on December 1, 2009 and will continue until April 15, 2010. After successful completion of this training the 61 skilled workers will be offered jobs at Jennys. This training is the result of an MoU signed between PRICE and LGFMEA on September 27, 2009. The training provides technical

assistance for both workforce and management development. The trained supervisors from this training are expected to continue providing trainings to others in future. The final end result is the skill development and potential job creation in the leather sector. A module was developed on the overall process of footwear manufacturing including a quality control policy.



3.4 Sewing Training Program

The sewing training program at Technical Training Center (TTC), Tangail started on October 28 following the tripartite agreement between Apex Adelchi, Bureau of Manpower Employment Training, and PRICE. The training ended in November 2009. During the quarter, 56 people were trained on sewing leather products.

4.5 Training Program Organized with Bangladesh Association of Social Advancement (BASA)

PRICE supported BASA, a local NGO, to train 30 of their underprivileged community members through a skills development program on product design, pattern making, and sewing operations. Of the 30, 15 are being trained in footwear production and 15 are being trained in leather goods production. The training started on November 8. The training will be completed in January 2010. These 30 trainees have already been offered jobs by members of LFMEAB. Two training modules on handmade footwear and handmade leather goods were developed. PRICE also facilitated an industry visit for these trainees to get exposure to the industry dynamics.

During Oct-Dec 2009, PRICE facilitated nine trainings for associations with various partners. The trainings fell under three different categories: Workforce Development; Improved Technology; and, Management. Five trainings were conducted on workforce development and of the 146 participants, 89 were female. One training was conducted on issues such as a flying campaign for religious leaders, training 50 Imams from Dhaka mosques. The remaining three trainings were on business management.



4.6 Forum on Leather Sector Development



PRICE and ITC, in collaboration with Management Development Forum (MDF), organized the “Market Development Forum-Partnering for Leather Sector Development” on December 6-7. The workshop was held at the Pan Pacific Sonargaon Hotel, Dhaka. The overall objective of the event was to build better networking and linkages among stakeholders resulting in improved inter-firm cooperation in the sector. The workshop also focused on consolidating the findings and recommendations of stakeholders on the factors they believe are

hindering growth, ways to address those factors, with whom to work to do so, and also to validate PRICE’s planned interventions. Lead firms in the leather sector look for SME suppliers, but finding ones that are suitable is often difficult. PRICE specifically focused on facilitating a dialogue between lead firms and SMEs in all the three categories: tanneries, footwear manufacturers, and leather goods manufacturers. Discussions were held on major problems and issues in the leather industry, root causes of the problems, and proposed solutions. Four papers were presented during the workshop, which was attended by 12 resource persons from various organizations, including FBCCI, MDF, ITC – Geneva, ITC international consultant, Re-Tie Bangladesh, Bangladesh Bank, Ministry of Commerce, and PRICE.

After the event, following PRICE’s recommendation, a leading firm, Gallerie Apex, initiated a new arrangement with one SME subcontractor, B.A.G. This subcontractor is a member of LTSE. B.A.G. received a new work order for 1,000 pairs of shoes worth USD \$6,500 for December as a test case. They are expecting more orders of approximately 3,000 pairs (worth of USD \$17,400) per month for the next 10 months.

4.7 Accomplishments in the Quarter (Oct-Dec '09)

LTSE and LSBPC, implemented by BLSC increased sales by USD \$2.17 million during the period from October to December. Of this, USD \$250,000 was exports while USD \$1.92 million was domestic sales.

The number of full-time equivalent jobs created by PRICE partners during the last quarter is 101; 69 of which are female. During October- December 2009, the total investment of all partners was increased by USD \$33,000. During this quarter, 146 people received workforce training, 50 people received improved technology training, and 44 received training on improved management in the leather sector.

Following table is the summary quantitative summary achievement of the leather sector:

Summary of Achievements in Leather

Partner	Sales, US\$						Jobs			Investment
	Export	Export	Domestic	Domestic	Total	Total	M	F	Total	Fixed, US\$
	BDT	USD	BDT	USD	BDT	USD				
LFMEAB	17,426,985	252,565	0	0	17,426,985	252,565	32	69	101	5,072
Apex	2,825,550	40,950			2,825,550	40,950	12	2	14	
Bay	12,997,530	188,370			12,997,530	188,370	11	12	23	
Landmark	465,750	6,750			465,750	6,750	3	-	3	
Jennys	1,138,155	16,495			1,138,155	16,495	6	55	61	5,072
LTSE	0	-	1,210,000	17,536	1,210,000	17,536	-	-	-	5,072
BAG			1,210,000	17,536	1,210,000	17,536				5,072
BASA										5,797
BLSC	0	-	131,250,000	1,902,174	131,250,000	1,902,174	-	-	-	17,391
Raian Shoe			81,562,500	1,182,065	81,562,500	1,182,065				14,493
DEYA Leather			49,500,000	717,391	49,500,000	717,391				2,899
Reshilpi Development Project			187,500	2,717	187,500	2,717				
Total	17,426,985	252,565	132,460,000	1,919,710	149,886,985	2,172,275	32	69	101	33,333

Following table shows the training summary of the Leather sector

Summary of training in Leather during this quarter

SL	Partners	Workforce				Productivity/ Improved technology				Management			
		Training	M	F	T	Training	M	F	T	Training	M	F	T
01.	TTC/ APEX	02	30	26	55								
02.	BASA	02	21	09	30								
03.	Bangladesh Leather Service Center BLSC)									01	15	02	17
04.	Jennys Footwear	01	06	55	61					01	10	04	14
05	Searchlite Communications Ltd.					01	50	0	50				
06	Leather Technologist SME									01	12	01	13
Total (Leather)		05	57	89	146	01	50	0	50	03	37	07	44

5. Equity Integration Activities

5.1 SME Financing Fair 2009

PRICE, along with 26 financial institutions and banks, participated in the ‘SME Financing Fair’ on December 8-9. . The goal of the fair was to bring all who are working for SME financing under a single umbrella and to promote, support, and strengthen the growth and development of SMEs in all productive sectors of the economy. The event was jointly organized by Dhaka Chamber of Commerce and Industry (DCCI) and the SME Foundation. The SME Foundation’s goal was to create awareness among entrepreneurs about the new and available SME financing schemes and sources. Prime Minister of Bangladesh, Sheikh Hasina, inaugurated the fair on creating enthusiasm among the participants and the visitors. Through this event, the organizers expected to help bridging the gap between entrepreneurs and financial institutions.



Visitor in PRICE's stall in the SME Financing Fair, Dec 2009

PRICE used the fair to disseminate information and highlight its support for creating access to finance for MSMEs in the aquaculture, horticulture, and leather sectors. PRICE was also able to take advantage of the numerous organizations there and promote the project to financial institutions who work SMEs. Mr. Faruk Khan, Minister of Trade and Commerce, Mr. Dilip Borua, Minister of Industry, and Mr. Saleh Uddin Ahmed, Ex-Governor of Bangladesh Bank all visited the PRICE stall.

Officials from participating financial institutions, financial professionals, visiting MSMEs, and the general public all came to PRICE’s stall and watched the videos that showcased PRICE activities, and read the information provided by PRICE. Many of the visitors talked with PRICE representatives about project activities and about common areas of interest such as access to finance. The PRICE team discussed linking their interested clients to the banks for finance with bank officials, which will bring new and reliable clients to the banks. Several visitors were referred to visit the PRICE Office after the fair for lengthier discussions on areas of cooperation. Through this even, PRICE gained more notoriety in and access to SME financing.

5.2 America Week 2009

From December 8 – 10, the PRICE project participated in the annual “America Week” event sponsored by the U.S. Embassy. This year America Week took place at the Parjaton Hotel in Rajshahi. This public event served as an opportunity for the PRICE project to showcase its work to the general public.

The PRICE booth included exhibits of the project's work such as training modules developed by the project, exhibits of the Flaying Awareness Campaign, and samples of products grown and/or processed by partners, including vegetables and leather products.

PRICE distributed approximately 1,500 folders containing sector-based information, achievements, activities and future plans and showed a video that highlighted PRICE activities and successes in aquaculture, horticulture, and leather. PRICE technical team leaders presented to the America-week audience. This open forum was an opportunity for the general public to ask specific questions about the project and its activities.



US Ambassador visiting PRICE's stall in America Week, Dec '09

ANNEX 1 PERFORMANCE INDICATORS

Performance of PRICE: Updated to Dec '09

<i>Custom Indicator 1</i>	Total value of sales increased			
Result of Oct-Dec 2009	Result till Dec 2009	Target till Dec 2009	Target 2010	Project Target
\$ 3.53 million	\$ 16.22 million	\$ 15.2 million	\$ 40 million	\$ 200 million
<i>Custom Indicator 2</i>	Total number of full-time jobs created			
Result of Oct-Dec 2009	Result till Dec 2009	Target till Dec 2009	Target 2010	Project Target
1,814	3,472	5,200	10,000	40,000
<i>Custom Indicator 3</i>	Total value of investment increased			
Result of Oct-Dec 2009	Result till Dec 2009	Target till Dec 2009	Target 2010	Project Target
\$ 0.7 million	\$ 1.22 million	\$ 0.6 million	\$ 1 million	\$ 4 million
<i>Custom Indicator 4</i>	Number of persons participating in USAID workforce development programs			
Result of Oct-Dec 2009	Result till Dec 2009	Target till Dec 2009	Target 2010	Project Target
147	1,763	2,800	4,000	15,000
<i>Custom Indicator 5</i>	Percentage of processing firms compliant with local labor laws			
Result of Oct-Dec 2009	Result till Dec 2009	Target till Dec 2009	Target 2010	Project Target
Not Known	Not Known	Not Known	Not Known	Not Known
Remarks	Proposed to USAID for replacement with new and relevant indicator.			

<i>Common Indicator 1</i>	Number of firms receiving USG assistance to improve management practices			
Result of Oct-Dec 2009	Result till Dec 2009	Target till Dec 2009	Target 2010	Project Target
913	3,402	1,750	2,000	8,250
<i>Common Indicator 2</i>	Number of MSMEs receiving USG-supported assistance to access bank loans or private equity			
Result of Oct-Dec 2009	Result till Dec 2009	Target till Dec 2009	Target 2010	Project Target
864	993	200	300	1,400
<i>Common Indicator 3</i>	Number of firms receiving USG assistance to invest in improved technologies			
Result of Oct-Dec 2009	Result till Dec 2009	Target till Dec 2009	Target 2010	Project Target
6,056	12,845	3,250	4,000	17,250

ANNEX 2

Performance Measurement

The Indicators:

Performance of the project and of the three sectors (aquaculture, leather and horticulture) has been measured using some defined indicators. Two types of indicators have been used to monitor PRICE's contribution to (1) assessment of the impact of PRICE's interventions and (2) key indicators of the global U.S. Foreign Assistance Framework. The first category is called custom indicators and the second is called common indicators. *Custom* indicators include impact, outcome, and output indicators of the Project Objective, Project Intermediate Results (PIRs), and Key Results Areas (KRAs) in order to track and report on project impact. *Common* indicators are used to report on PRICE's contribution to the global results of priority program areas of the U.S. Foreign Assistance Framework.

PRICE has used five custom indicators and three common indicators. The custom indicators are:

- i. Indicator 1: Total value of sales increased:
Justification: Economic activities are largely measured by the creation of sales.
It is the aggregation of the increase in total value of gross sales of assisted firms that can be attributed to PRICE activities. It is calculated in United States dollars and disaggregated by domestic and export sales.
- ii. Indicator 2: Total number of full-time jobs created:
Justification: True poverty reduction means having a decent job with jobs arising from increases in sales and investment across the value chains in response to market demand. Full-time equivalent jobs will be defined as those equal to 260 work-days per year for non- agricultural production and 150 days for agricultural production (given the seasonality associated with agriculture work). Only new jobs will count, calculated by taking the total number of work days and dividing by 260 or 150, as appropriate. A new job will be attributed to the year in which the job originated.
- iii. Indicator 3: Total value of investment increased:
Justification: Economic activities are largely measured by increased investment.
It is the aggregation of the increase in the total value of investment of assisted firms that can be attributed to PRICE activities. Investment will include loan and private equity. It is calculated in United States dollars and disaggregated by domestic and export sales.
- iv. Indicator 4: Number of persons participating in USAID workforce development programs:
Justification & Management Utility: This indicator measures the number of individuals who enrolled in USG-funded workforce development programs. It is assumed that increased access to quality programs will result in a more skilled, adaptable workforce. It will give the number of persons participating in USG-funded workforce development programs including, technical and vocational programs and workforce readiness programs.
- v. Indicator 5: Percentage of processing firms compliant with local labor laws:
It is the percentage of operating shrimp processing firms compliant with local labor laws as determined by a new enforcement regime supported by PRICE and industry.

The common indicators are as follows:

- i. Indicator 1: Number of firms receiving USG assistance to improve management practices:
Justification & Management Utility: Firms improve their productivity, and in turn their competitiveness, by adopting improved management practices.
This indicator measures the number of firms that receive USG assistance to improve their management practices (financial management, strategic planning, marketing, etc.).
- ii. Indicator 2: Number of MSMEs receiving USG-supported assistance to access bank loans or private equity:
Justification & Management Utility: Firms improve their productivity, and in turn their competitiveness, by accessing capital and increasing investment in productive assets.
Number of micro, small or medium enterprises who are receiving assistance from USG supported sources to obtain bank loans or private properties.
- iii. Indicator 3: Number of firms receiving USG assistance to invest in improved technologies:
Justification & Management Utility: Firms improve their productivity, and in turn their competitiveness, by investing in new technologies.
It is the number of micro, small and medium enterprises who are receiving USG assistance.

Data Collection & Tools:

The M&E system is designed to involve all technical team members and project counterparts in collecting data for baseline and performance. Because technical team members and counterparts have first-hand knowledge of their activities and resulting impacts, they helped to efficiently collect and verify basic M&E data in their respective technical areas.

Format for data collection has been designed by the PRICE M&E taking suggestions from the technical team. Baseline periods are taken as one year right before the impacts are expected on the partners. Performance of the partners is collected quarterly after the baseline period ends.

Baseline and quarterly performance data has been collected in two ways: partner interview, and, sample survey. The first method is suitable for the individual SMEs PRICE is working with. The approach is to proceed in a way of discussion with the partner enterprise and lead the discussion according to the need for information on performance. The partner might recall the information from memory or might check relevant business records for providing the information. Format for recording the gathered information were designed by the M&E. The interviews are conducted by taking assistance from the PRICE technical team who have contact with partner enterprises and thus can easily collect data from them ensuring the quality of data.

The second method for data collection, sample survey, has been used because in some cases where performance data on sales, jobs and investment was not readily available from the partners. Those partners did not have any organized way of keeping records on parameters like sales, jobs or investment. Thus to collect data from those partners such as fish farmers'

associations who have large number of members (from 60 to 720), sample survey method has been used.

Statistically viable sample size has been calculated beforehand considering the character of population to be surveyed. Two professional survey teams have worked for data collection after taking detailed briefing on the project and process of data collection from the PRICE technical and M&E teams. Formats for data collection was provided by PRICE M&E. Six associations under aquaculture sector have been surveyed so far (for DMBBS: census survey, PFPFA: sample survey on 200, TFFS: census survey, TMUS: sample survey on 259, RDF: sample survey on 261, and, SSS: sample survey on 300, in Aquaculture) have been conducted by the hired survey teams.

Data Analysis:

The collected data has been checked by PRICE technical team and M&E. Then the data was processed and analyzed by the PRICE M&E. Data from sample surveys has been extrapolated for getting the figure for the whole populations. The performance period data was compared with the baseline and the resulting change was taken as performance. All the partners' performances have been summed up for getting the aggregate performance for each sector. Then the three sectors' performance was added to get the project performance.

Attribution:

Obviously PRICE alone is not attributable for the total improvement observed by the partners. However, considering the difficulty in isolating attribution for agro sector where there are a multitude of variables that are impossible to control or easily predict (such as weather and commodity prices), this report simply takes PRICE as one of the attributable factors behind the improvement.